AdStudio mobile

v1.0

User's Manual

www.e-planning.net

e-planning
online marketing solutions

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1. What is Ad Studio Mobile?

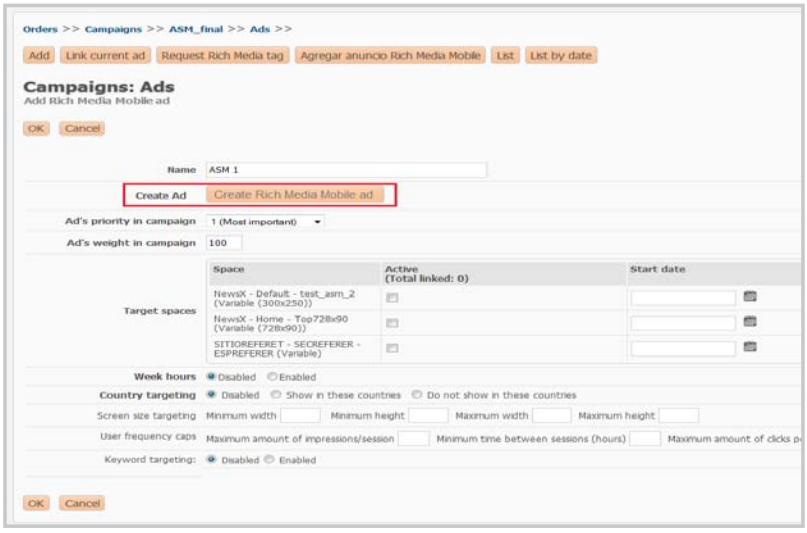
Ad Studio Mobile is a platform to create ads for mobile devices.

There´s no technical expertise required. With Ad Studio Mobile you can create and distribute ads for mobile devices in a blink of an eye.

2. How to access AdStudio Mobile from e-planning.

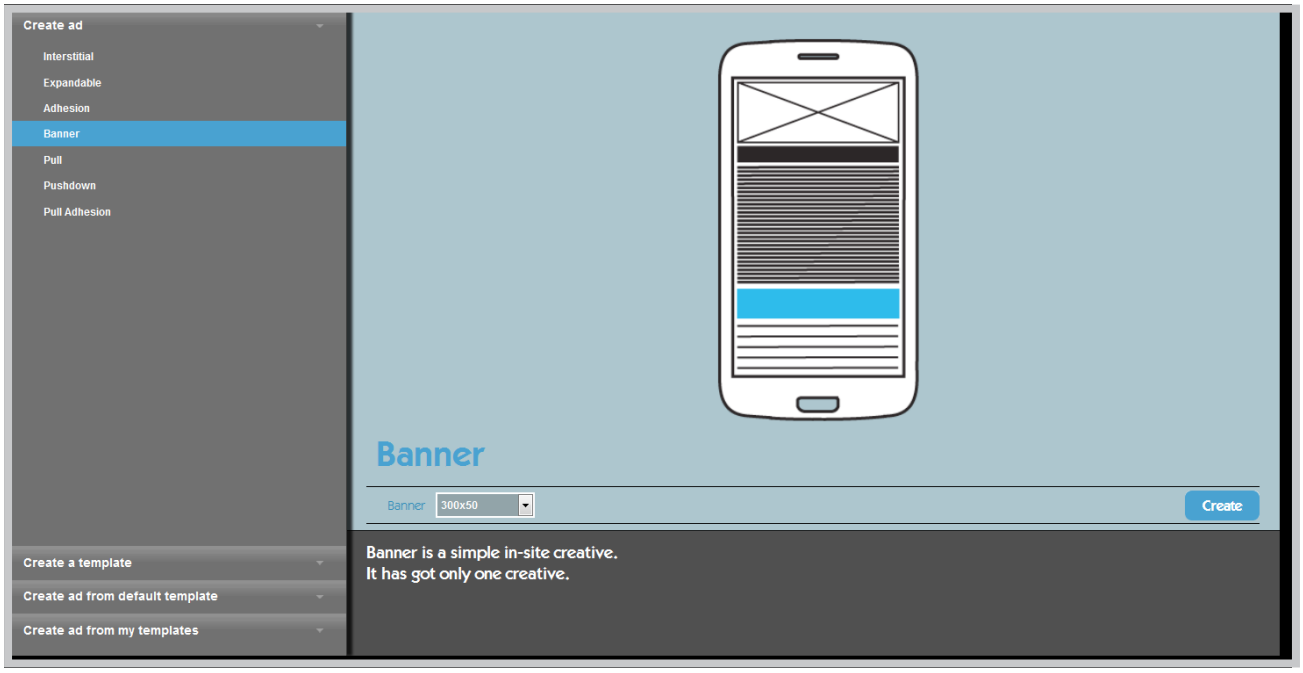
The tool is integrated directly into our platform. To start using it, access the already established model with the ad(s) to be created in the Ad Studio platform.

The option to create ads of this kind is "**Add Rich Media Mobile ad**".
Inside is a form, similar to others for loading ads:



2. How to access AdStudio Mobile from e-planning (cont.)

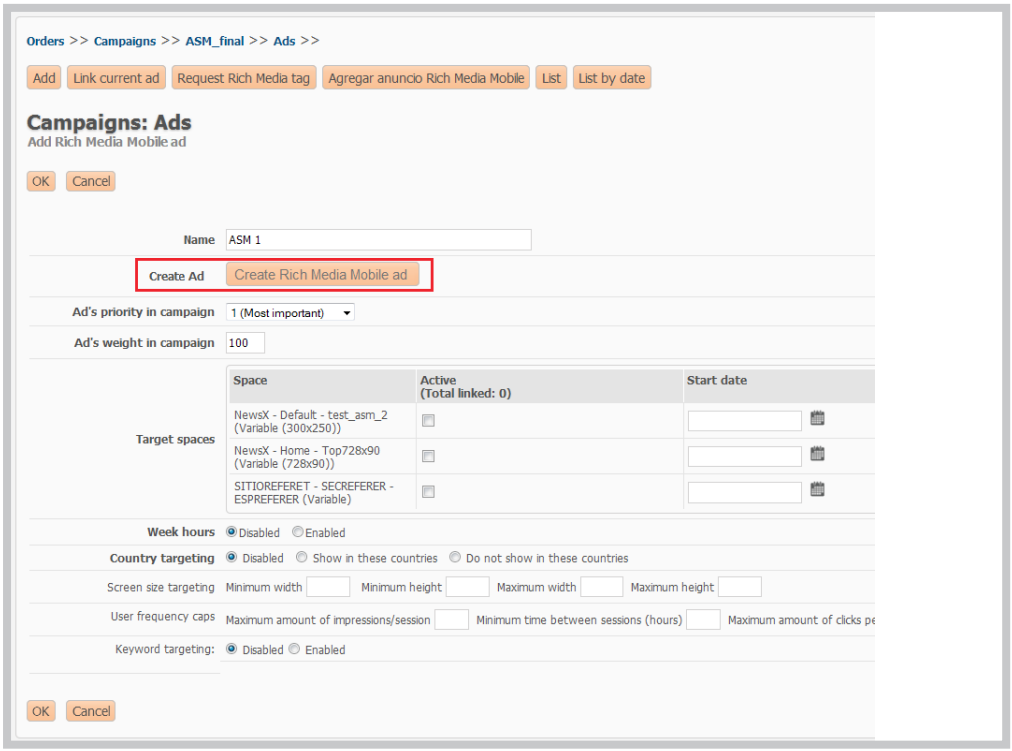
Once the **"Create Rich Media Mobile Ads"** button has been clicked on, Ad Studio Mobile will open to start assembling the desired ad.



Once the ad has been completed/saved, the program will return to the e-planning screen to continue the setup:

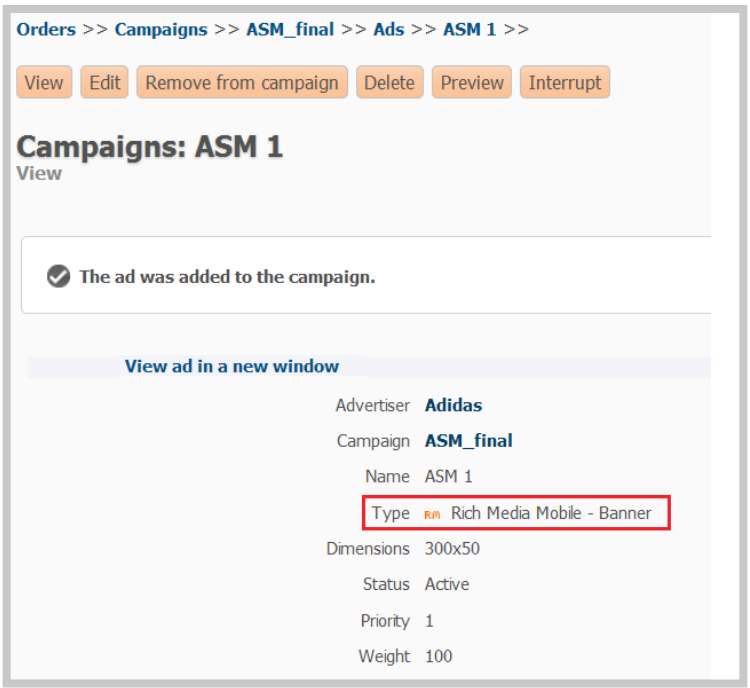
-Setting Priority and Weight
-Selecting the places where it will run
-Frequencies
-Segmentation: Temporal, Geographic, Keywords, etc.

2. How to access AdStudio Mobile from e-planning (cont.)



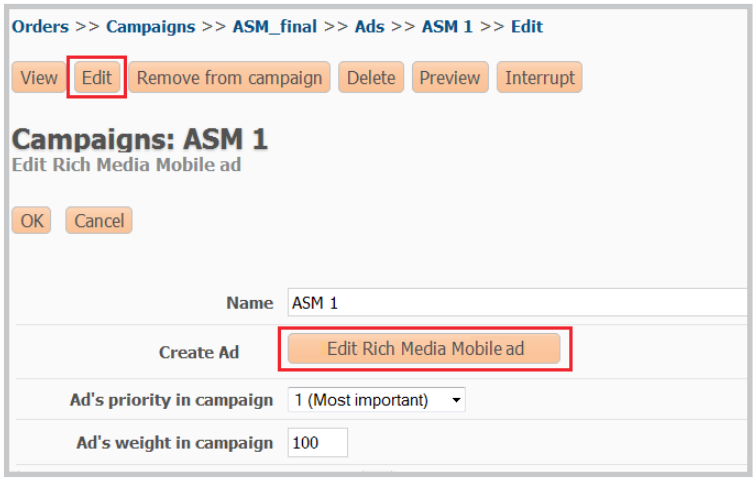
PRINT: The click URL field will not be present on the form, since it is configured directly in the Studio, on assembling the ad.

The format assigned to ads created by ASM is **Mobile Rich Media - Banner.**



2. How to access AdStudio Mobile from e-planning (cont.)

To edit an ad already loaded, click on "**Edit Rich Media Mobile ad**" to return to the original ad and make the necessary adjustments.

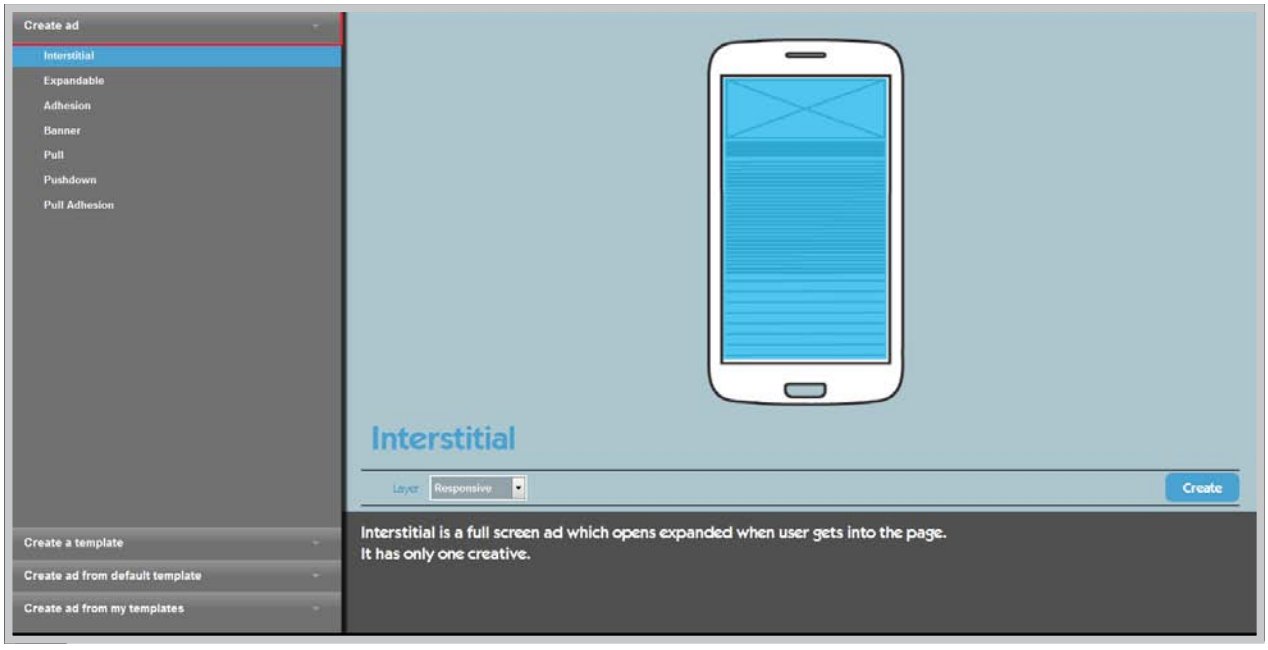


3. How to create an ad

Ads can be created from formats and/or from templates.

3.1) How to create ads from formats

When creating an ad from a format, the first thing to choose is the format to be used.
To do this, in the initial screen select the first option in the left-hand column "Create an Ad". A series of choices will be displayed, each one corresponding to a format.

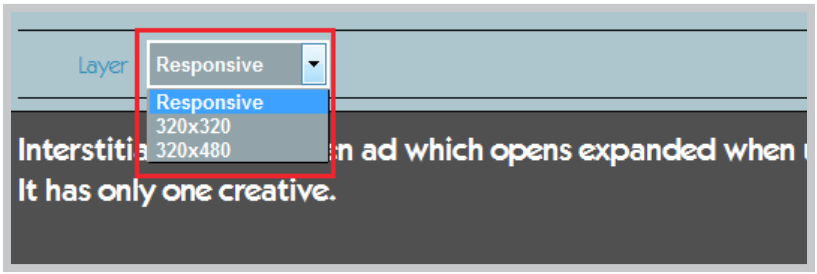


3.1 How to create ads from formats (cont.)

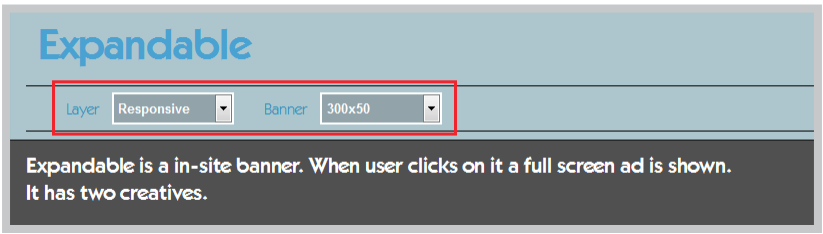
Currently the user can choose between 7 different formats:

- **INTERSTITIAL:** This consists of a fullscreen layer that is initialized when the user enters the site
- **EXPANDABLE:** This is a banner which can be expanded to a fullscreen layer
- **ADHESION:** This is an ad at the bottom of the browser that moves together with the user when scrolling on the site.
- **BANNER:** This consists of a static banner
- **PULL:** This is an ad of the adhesion type than can be expanded into a fullscreen layer
- **PUSHDOWN:** This is a banner which can be expanded into a larger banner. The new banner moves the site's content
- **PULL ADHESION:** This consists of an adhesion type ad that can be expanded to a larger-sized adhesion

After selecting the format, select the desired size. The same can be done from the menu located below the sample format.



Depending on the format chosen, it may be necessary to select a size for one or more creatives that make it up. For example, the "interstitial" format is composed of a single layer, so it is necessary to select a single size. In contrast, the "Expandable" format is composed of a layer and a banner, so it is necessary to choose a size for both creatives.



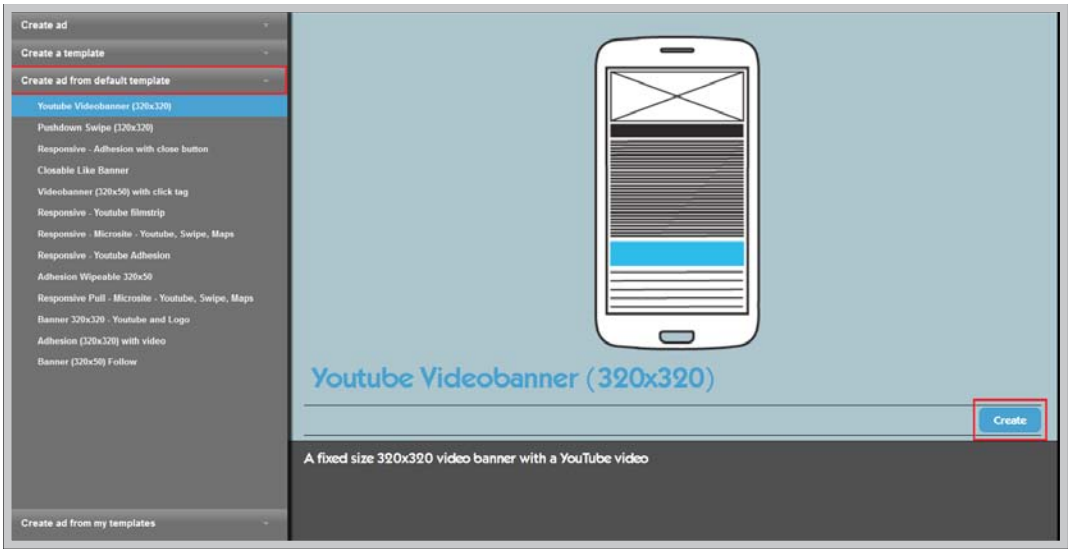
Some creatives may have a set size or be responsive -with the latter option applying only to Layers and Adhesions- and if selected then the ad will be adapted to the current screen size.

Once the format and size of your creatives have been selected, just click on the **"Create"** button.

3.2) How to create ads from Templates

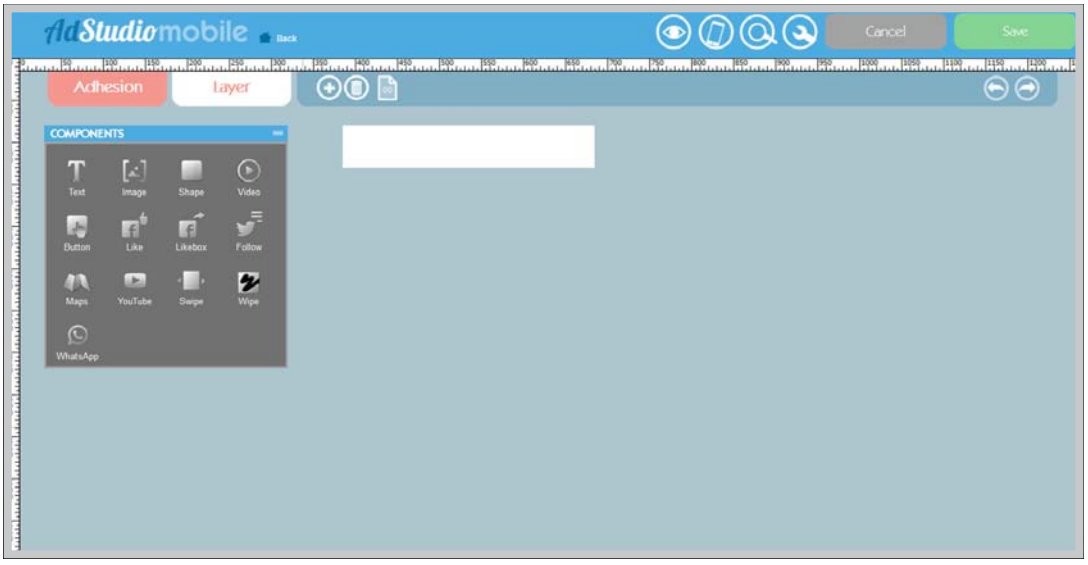
Templates are pre-designed formats with some defined properties. Thus, the ad is based on a template, and only certain properties need to be replaced to create it.

To create an ad from a template, go to the "**Create Ad from a generic template**" option in the left-hand column of the main screen. It contains a series of templates. It is simply a case of selecting one and clicking on the **"Create"** button:


Create ad
Create a template
Create ad from default template
Youtube Videobanner (320x320)
Pushdown Swipe (320x320)
Responsive - Adhesion with close button
Closable Like Banner
Videobanner (320x50) with click tag
Responsive - Youtube filmstrip
Responsive - Microsite - Youtube, Swipe, Maps
Responsive - Youtube Adhesion
Adhesion Wipeable 320x50
Responsive Pull - Microsite - Youtube, Swipe, Maps
Banner 320x320 - Youtube and Logo
Adhesion (320x320) with video
Banner (320x50) Follow
Create ad from my templates
Youtube Videobanner (320x320)
Create
A fixed size 320x320 video banner with a YouTube video

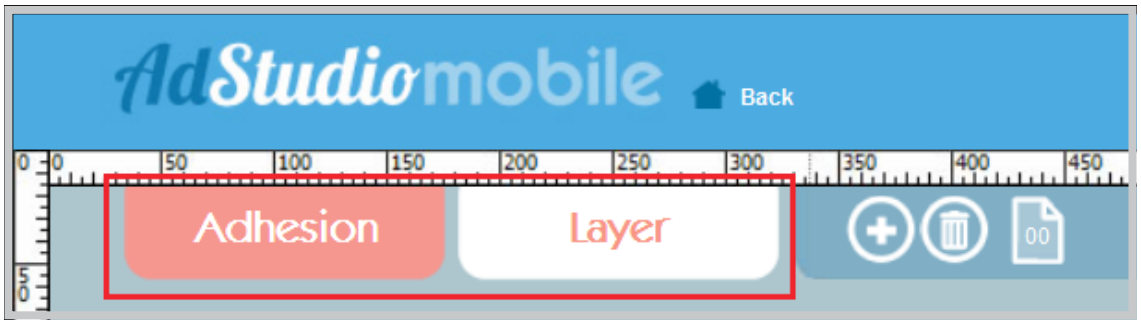
3.3) Creating an ad

Whether our report will be created from a format or from a template, clicking on the **"Create"** button will take the user to the edit screen.



3.3- Creating an ad (cont.)

This will display an overlapping selection of creative:



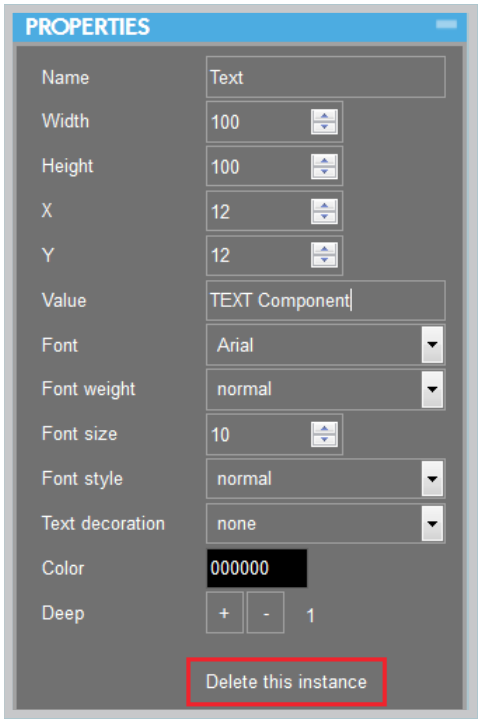
PAGE SELECTOR

This allows the user to select which page of the current creative will be edited. Furthermore, with the button it is possible to add a new one, and with the button the user can eliminate the one being edited.

COMPONENTS WINDOW

This allows the user to add a component to the ad's container. Currently there are 13 different components:

- **TEXT:** allows the user to add text
- **IMAGE:** allows the user to add an image .jpeg, .png or .gif
- **SHAPE:** allows the user to add a geometric shape to the ad
- **VIDEO:** allows the user to add a video .mp4, .ogg or .mpeg
- **BUTTON:** allows the user to add a button to perform actions such as closing the ad, expanding it, retracting it or redirecting it to a click URL
- **LIKE:** allows the user to add a LIKE button on Facebook
- **LIKEBOX:** allows the user to add a container that will show the latest posts from a Facebook page
- **FOLLOW:** allows the user to add a Twitter "Follow" button
- **MAPS:** allows the user to add a Google map to show different locations
- **YOUTUBE:** allows the user to add a video from Youtube
- **SWIPE:** allows the user to add an image gallery
- **WIPE:** allows the user to upload an image so that it can be "deleted" by the user using a finger on the device. Either opaque or transparent images can be uploaded.
- **WHATSAPP:** allows the user to add a button to send a message to WhatsApp contacts.



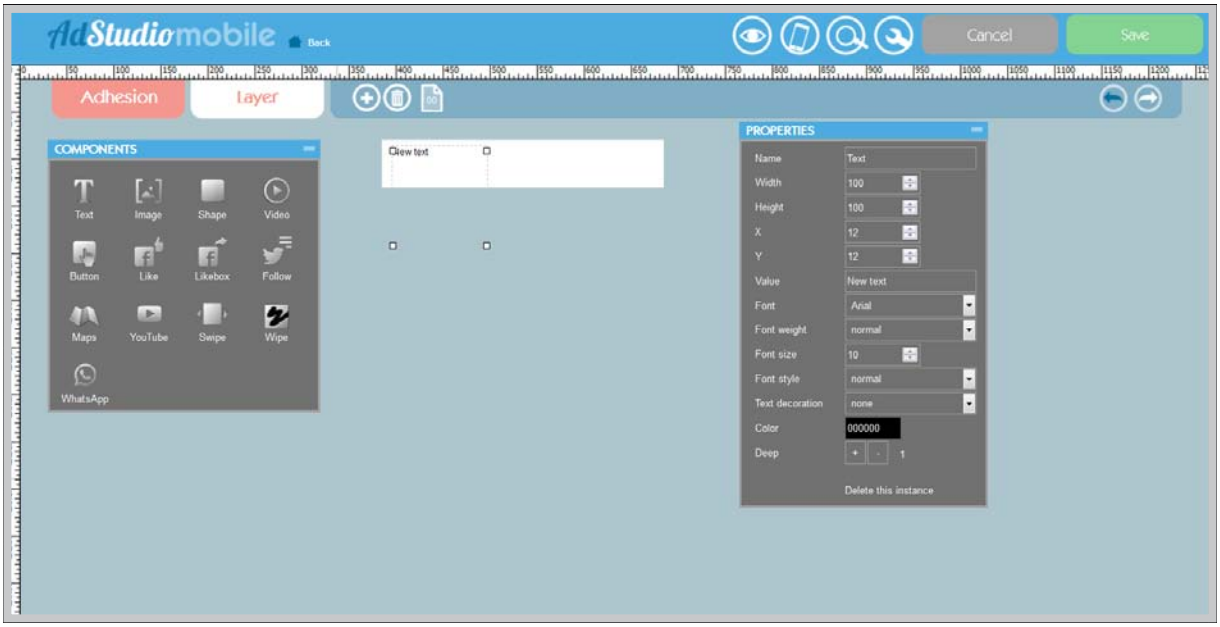
PROPERTIES WINDOW

Only visible when a component is selected. Makes it possible to configure various of its properties, which vary depending on the type of component.

The **"Delete instance"** button makes it possible to delete the currently selected component

3.4.1) Adding components

To add a component it is only necessary to select it or drag it from the window of components window to the design area.



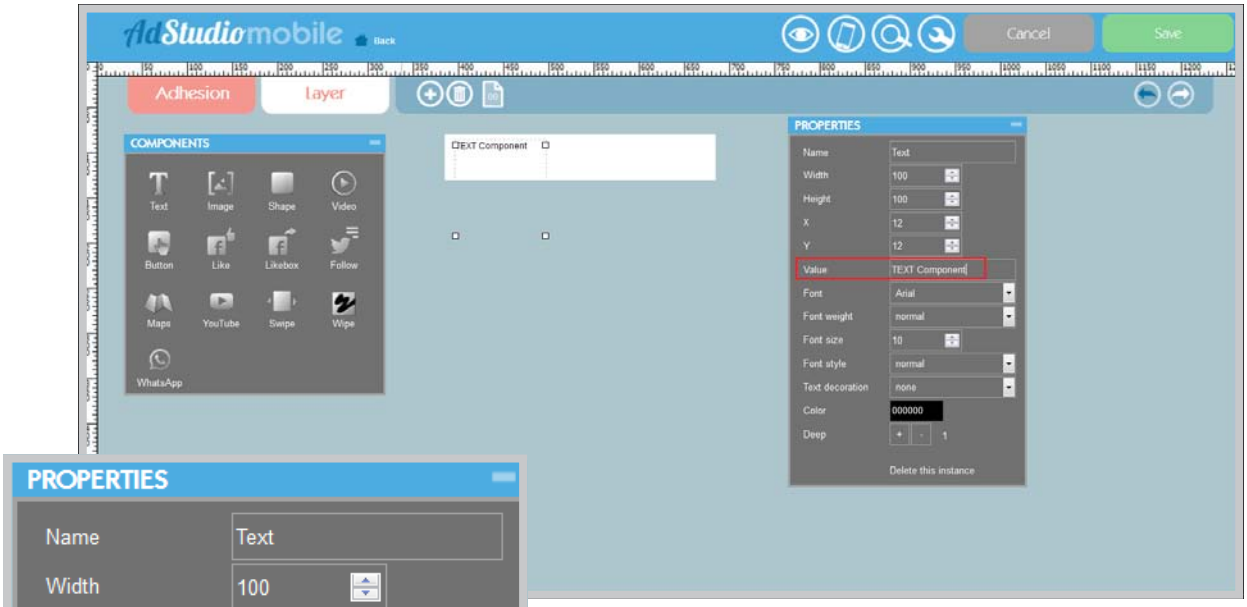
3.4- Adding components (cont.)

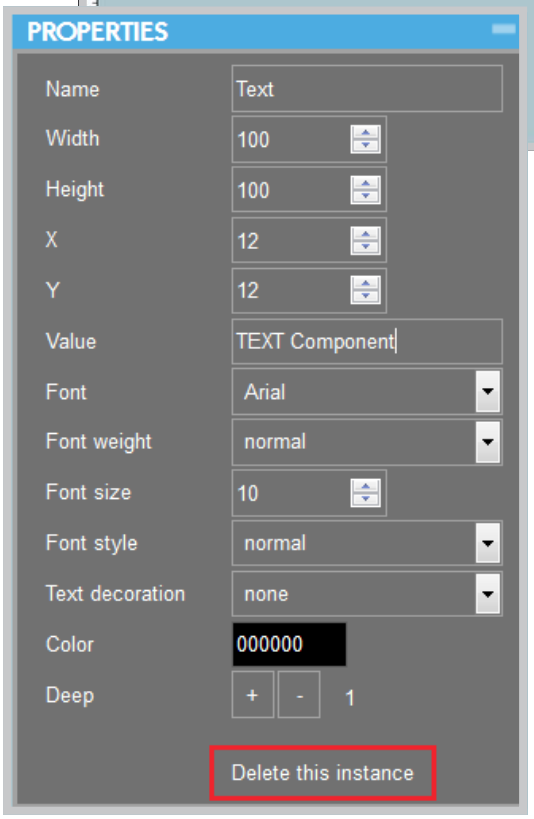
To move it, it just needs to be selected and moved to the position where it is to be inserted. This can also be done once it is selected using the arrow keys.

If the Shift key is pressed at the same time as the arrow keys on the keyboard, the component will move 10 pixels in the chosen direction.

If you need to edit any property, just click on the window with the same name. These will change according to the type of component.

In the example here a Text-type component can be seen. On editing the "Value" field its content is modified:





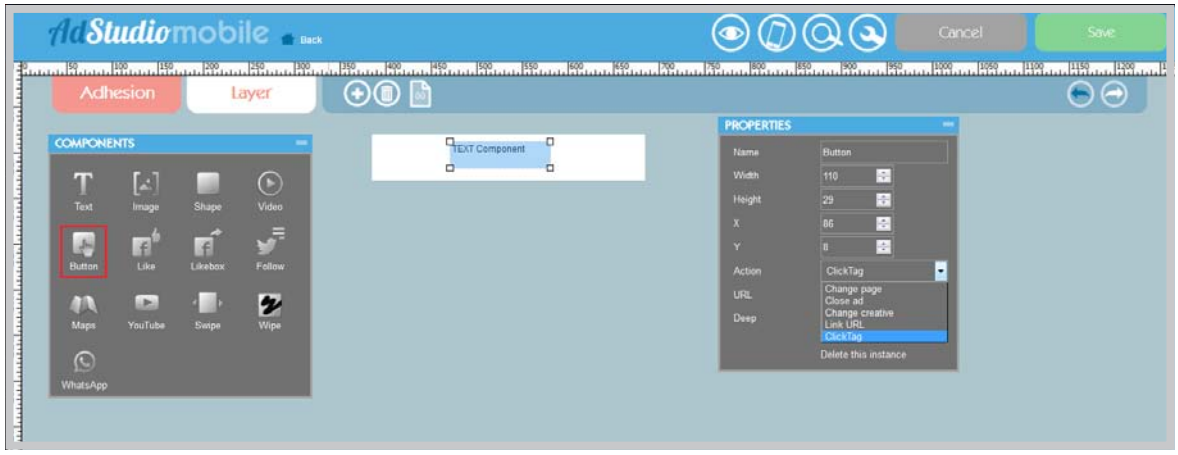
To delete a component, simply click on the **"Delete Instance"** in the properties window, or press the **"Delete"** key while it is selected.

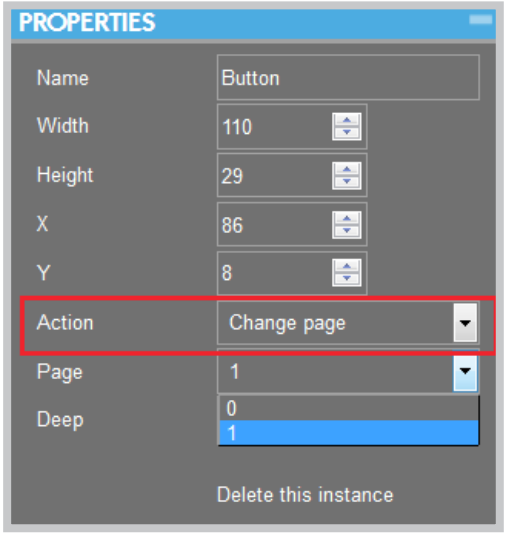
3.4.2) The Button component

The Button component is particularly important because it makes it possible to perform certain key actions in the behavior of the ad:

- Change page within the current creativity
- Change creative (expand, retract)
- Close the ad
- Redirect to a click URL
- Redirect to a specific URL

The **Button** component, like any other component, is added by dragging it to the ad to the desired position. This will not be visible for the end user, but will rather be presented as a "clickable" area.





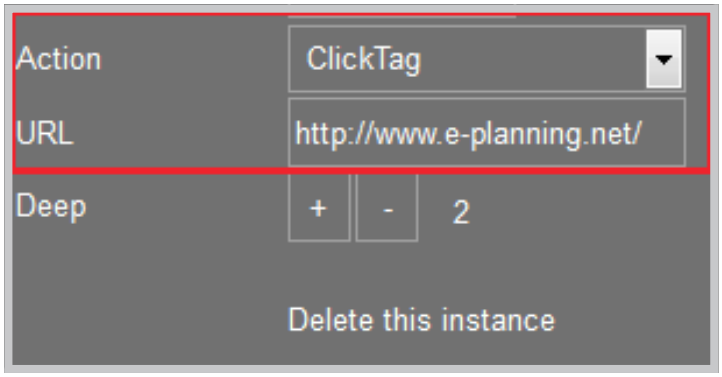
In its properties, under the **"Action"** property, the user can choose the behavior it will have.

Depending on the type of behavior. it may be necessary to set up some extra properties.

For example, if **"Change page"** is selected, then the user will need to select which page is to be changed:

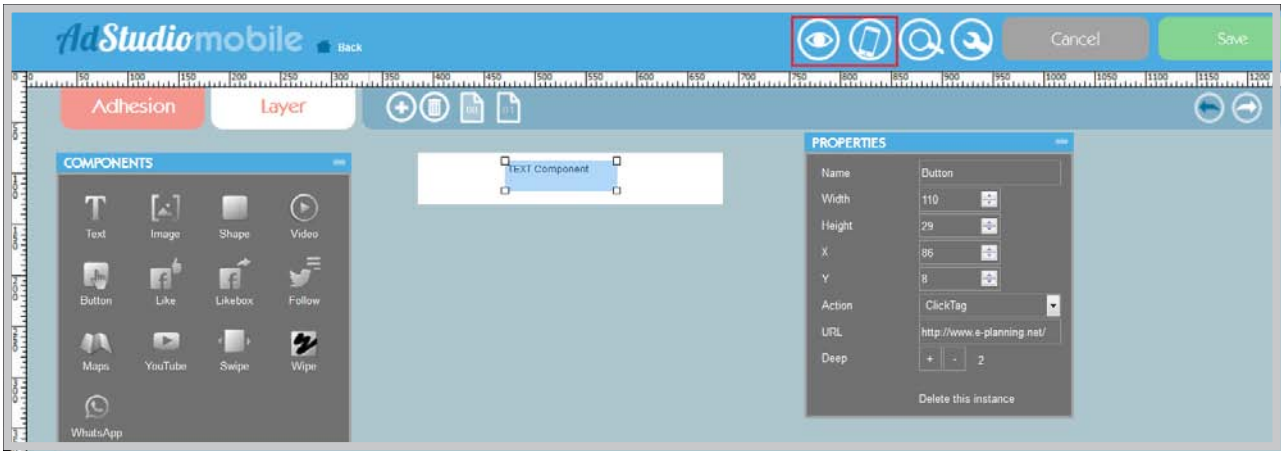
3.4.2) The button component (cont.)

If **ClickTag** or **Link URL** is selected, then the user will need to enter the destination URL.
It should be noted that the difference between these options is that ClickTag registers a click, in addition to redirecting to other URLs if the corresponding macro is configured in the tag. In contrast, Link URL simply redirects to the URL specified without performing any additional counts or redirects.



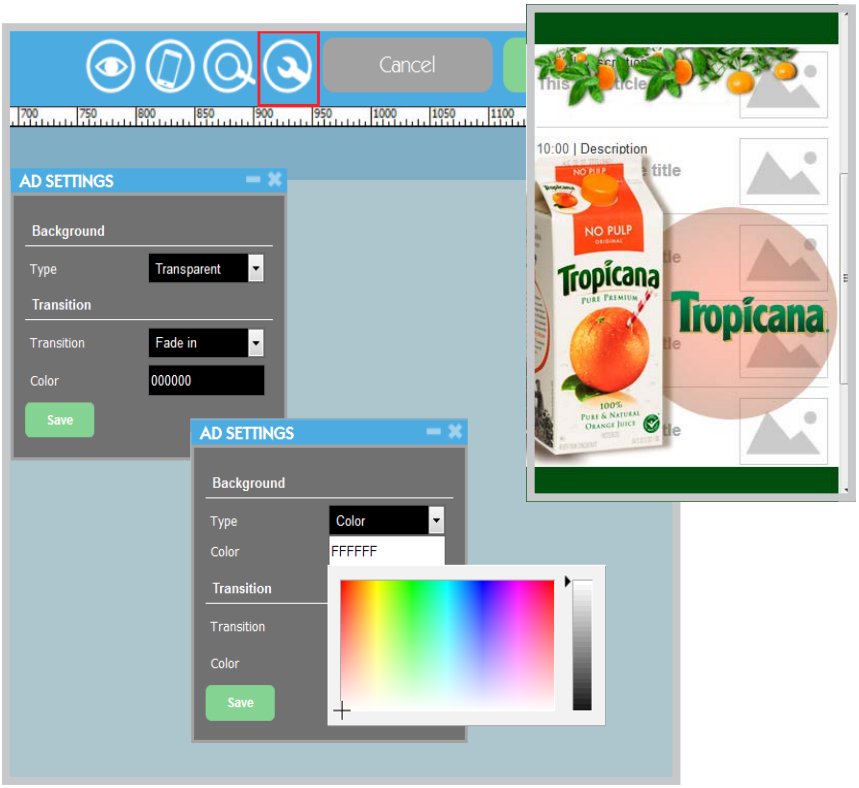
3.5) Ad Preview

The ad can be previewed at any time, whether or not it was saved. To do this, use the buttons located in the top menu.



The first of these allows the user to preview the ad in the current window, while the second provides a QR code which can be scanned with any device to be displayed.

3.5) Ad Preview (cont.)



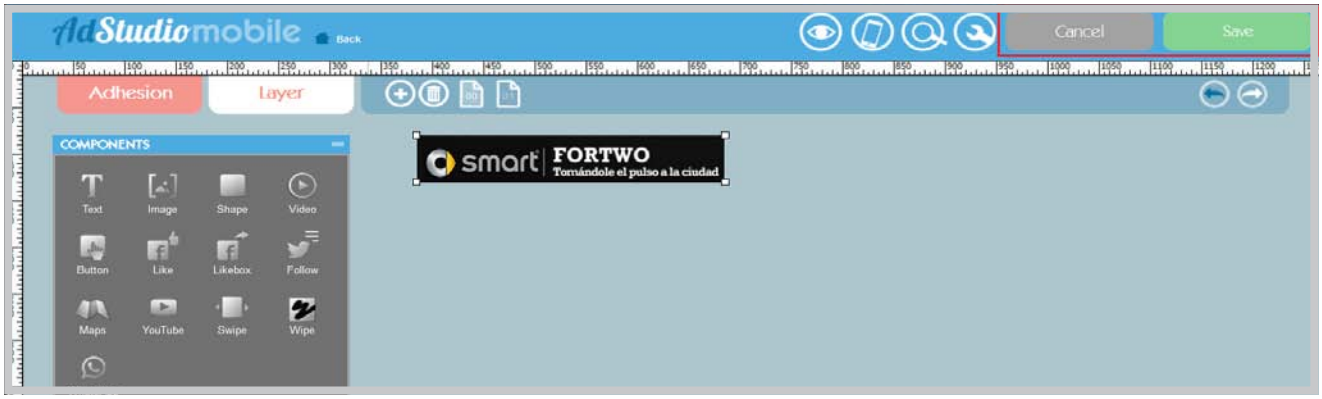
3.6) Ad settings

This option allows the user to set the creative's "background".
It can be in Color or Transparent. If the latter option is selected, a "Fade in" effect can be added to show the transition from one color of choice to the background transparency.

3.7) How to save an Ad

To save an ad, click on **"Save"** in the upper left-hand corner.

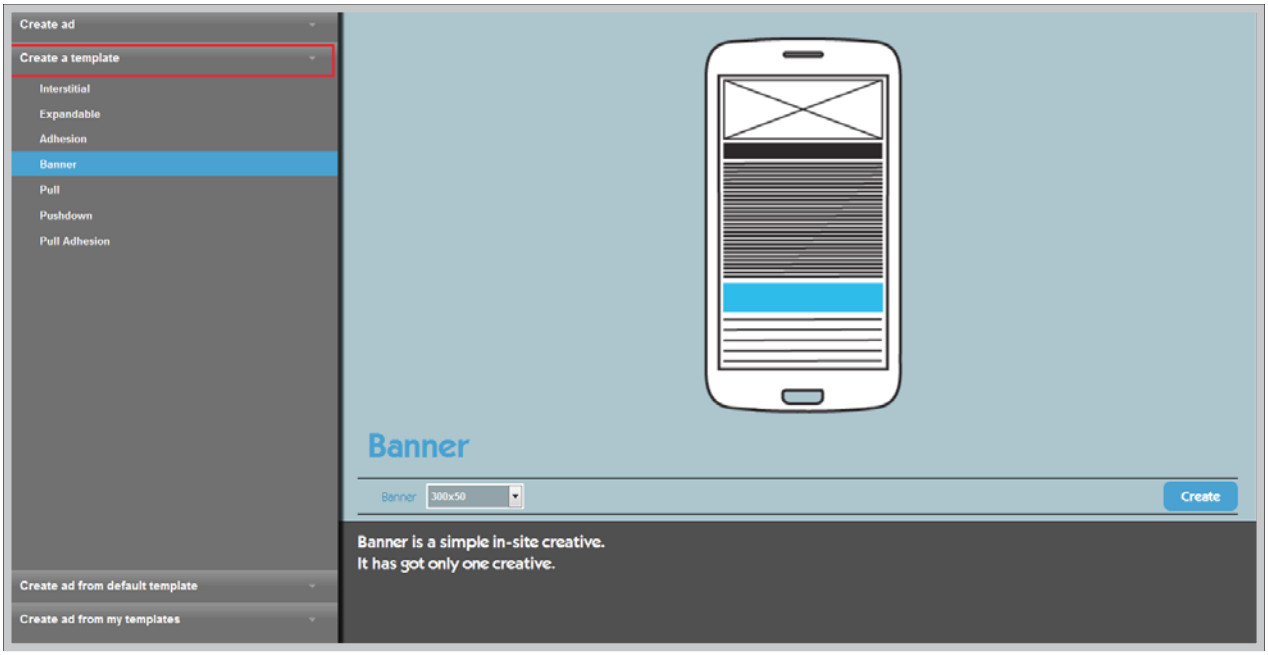
If there´s no need to save the current changes, the second button can be chosen: **"Cancel"**



4. How to create a custom template

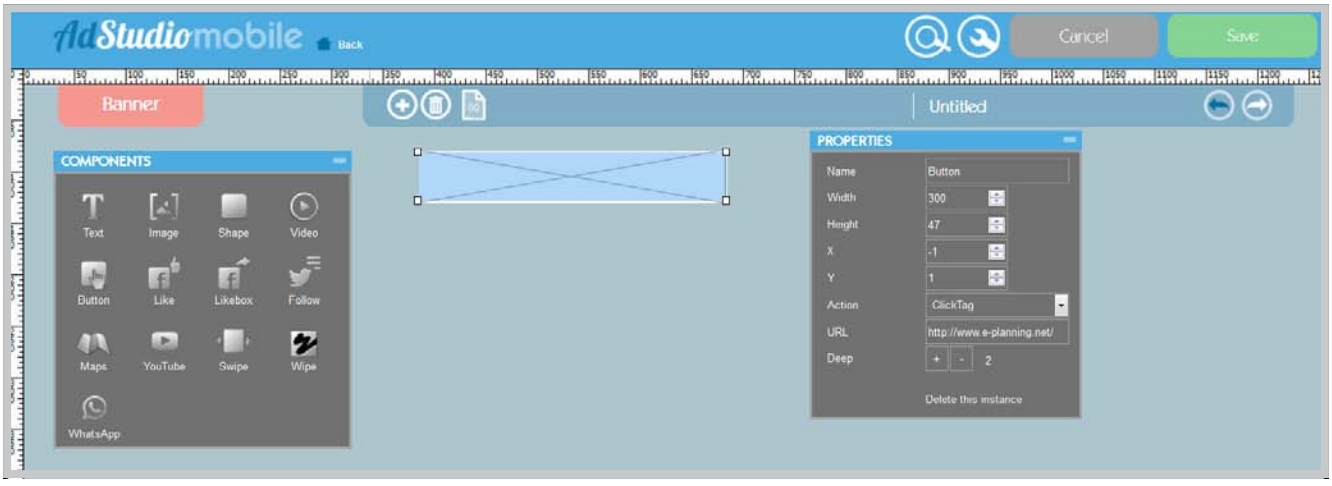
The platform makes it possible to create Custom Templates with predefined properties.

To do this, go to the **"Create template"** option in the left-hand column of the home screen:



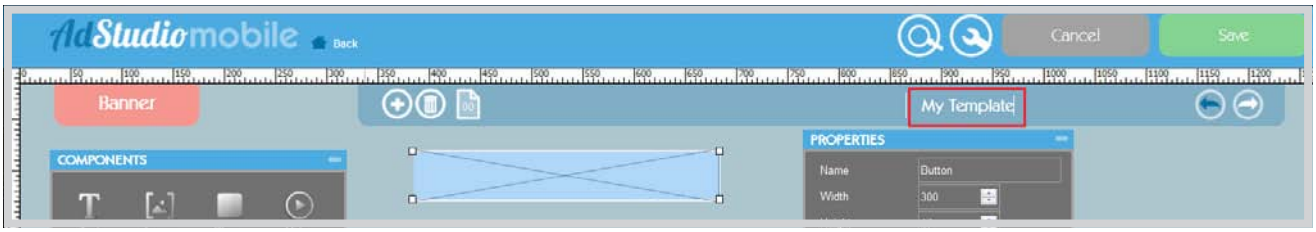
Here the user should the format the template will work on and the size of its creatives. Then it is simply a case of clicking on the **"Create"** button.

When creating a template, the user simply has to add the pages and components desired to the ad. It is not necessary to complete all the properties. For example, it is possible to insert an image component and have the option of adding an image for it or not:



4. How to create a custom template (cont.)

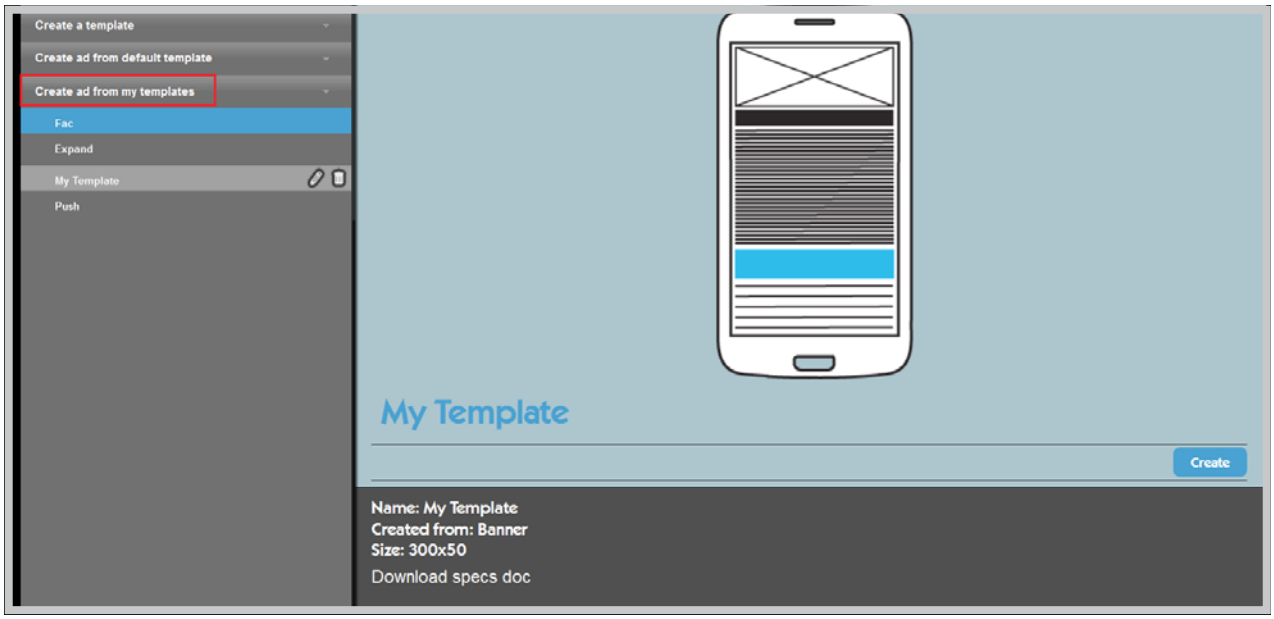
Once the Template is ready, a reference name needs to be assigned to it. This is done from the "No title" field. Just as with an ad, save it using the **"Save"** button in the left-hand corner of the top menu.



It is important to note that the templates cannot be previewed, since they are not ads.

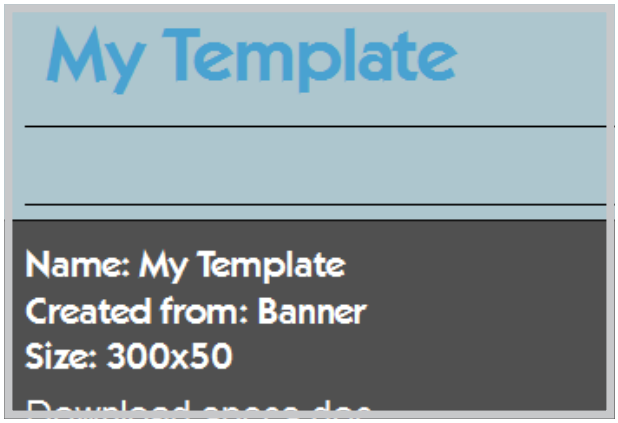
4.1) Creating an ad from a custom template

Once the Template has been completed, the user can create an ad from it.
To do this, in the main window go to the **"Create Ad from my templates"** option In the left-hand column:



In it are all the templates that have been created. Selecting one will display certain information about it:

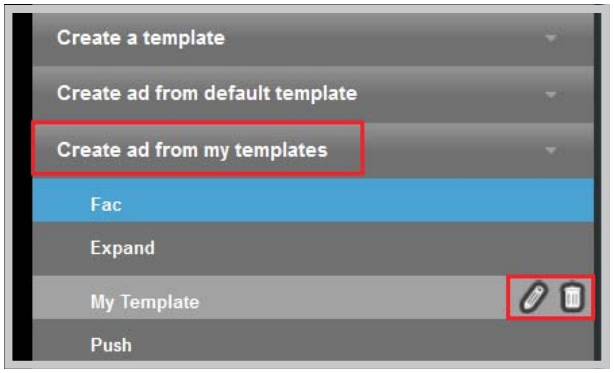
4. Creating an ad from a custom template (cont.)



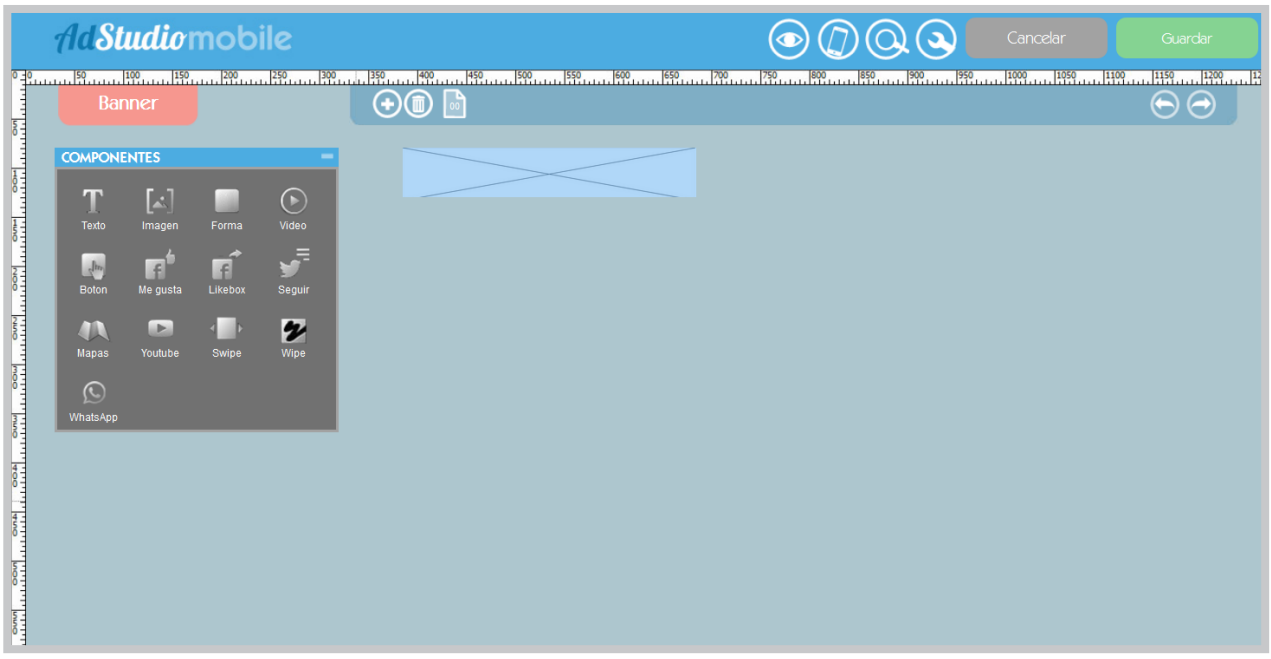
The **"Download specifications document"** button will generate a PDF document with its specifications.

This will describe its behavior, what creatives it has, which pages were defined and the components in each one. It also explains the operation of each component and the properties that can be configured in each of them.

In addition, if you want to delete or edit a template already created, you can do so in the same menu using the buttons



Once the desired template has been selected, simply click on the **"Create"** button. It is then possible to create an ad which will initially have the pages and components of the original template:



5. Glossary

Below is a glossary of the Properties of the available Components:

NAME:
This property is common to all the components. It makes it possible to identify it from the rest.

WIDTH:
This indicates the width of the image or of the text box or of any object that applies. It can be managed directly from the property using the arrows or by entering a value directly in the field. The value also adapts if the object is manipulated from the work area.

HEIGHT:
This indicates the height of the image or of the text box or of any object that applies. It can be managed directly from the property using the arrows or by entering a value directly in the field. The value also adapts if the object is manipulated from the work area.

X / Y:
This indicate the position of the object in the ad. It can be managed directly from the property using the arrows or by entering a value directly in the field. The value also adapts if the object is manipulated from the work area.

VALUE:
The value to be included in the corresponding object should be entered in this field. This property is associated with "text", and will thus be present in components such as:
Text - the value will be the text to be included / WhatsApp - the value will be the text to be included.

E.g. Watch this trailer! https://www.youtube.com/watch?v=C_Tsj_wTJkQ

FONT:
This allows the user to select the font to apply to the "Text" component. It can be selected from among these options: Arial / Tahoma / Verdana.

WIDTH:
This allows the user to select the font effect to apply to the "Text" component. It can be selected from these options: normal / bold.

SIZE:
This makes it possible to select the font size to apply to the "Text" component.

STYLE:
This allows the user to select the font style to apply to the "Text" component. It can be selected from these options: normal / italic.

DECORATION
This makes it possible to apply a "decoration" to the "text" component. The user can select from these options: none (undecorated) / underline (underlined below) / overline (overlined above / line-through (crossed out)

COLOR:
Allows the user to select the color to apply to the "text" component. The color is specified in hexadecimal code. It can be entered directly in the field or can be selected with the tutor.

DEPTH:
This property is found in all the components. It acts as a "z-index" to locate elements in the desired depth. It is managed with + and - to fit the element into the ad.

FILE:
This property makes it possible to load a jpeg, png or gif file for components such as: Image, Swipe and Wipe.

5. Glossary (cont.)

BACKGROUND:
This property adds a background color (in hexadecimal code). It can be applied to the shape ("Shape" Component) and to the Facebook "Like Box".

BORDER SIZE:
The user can specify the thickness of the border line for the shape to be used in the ad ("Shape" Component). A numeric value can be entered to adjust it.

BORDER COLOR:
This property adds color, defined in hexadecimal code, to the border of the shape ("Shape" Component) that the user desires to apply to the ad.

BORDER STYLE:
This property makes it possible to apply a style to the shape border ("Shape" Component). The user can select from these options: hidden (no border) / solid (full line) / dotted (dotted line) / dashed (dashed line) / double (double line) / groove (line with shading effect) / ridge (line with shading) effect / inset (line with shading effect) / outset (line with shading effect)

RADIUS:
With a numeric value it is possible to indicate the level of rounding for the corners of the shape border ("Shape" Component). The higher the number, the more rounded the border will be.

VIDEO SOURCE:
This property makes it possible to load a video: MP4, OGG or MPEG. It is associated with the "Video" component.

ACTION:
This property belongs to the "Button" component (See Section 2.4.2 The Button component). It allows the user to specify the action to be performed by the button added. The user can select from these options:

Change page: Change the page within the current creativity. The user must indicate the number of the page to which the button should be changed.

Close ad: Close the ad

Change creative: For formats that support it, it makes it possible to change (extend, retract) the creative. E.g. in the pulldown menu the user can indicate the change of the instance of the retracted banner to the instance of the expanded one, and vice versa from the expanded version the user can go to the retracted banner.

URL link: Redirect to a specific URL (to be indicated in the URL property), without counting.

ClickTag: Redirect to a click URL (to be indicated in the URL property). Unlike the above, it counts a click as well as redirecting to other URLs if the macro corresponding to the tag is configured.

FACEBOOK PAGE:
This property associated with the "Like" and "Like Box" component allows the user to add a "Like" button associated with a particular page, e.g.: https://www.facebook.com/cocacola. The user can click on "Like" and also add a comment to post.

SHOW PHOTOS:
This property associated with the "Like" and "Like box" component makes it possible to show the thumbnail profile pictures of users who "like" the page and are friends of the logged in user.

SHOW STREAM:
Within the "Like box" component, this property activates the view of the most recent posts on the Facebook page.

SCHEME:
This property allows the user to specify the type of color to be used in the Facebook "Like" component. The user can choose between dark and light.

5. Glossary (cont.)

LAYOUT:
This property allows the user to specify the format in which the Facebook "Like" button is displayed. The user can select: standard (this format includes the button, the description of how many users and friends like the page, and the breakdown of thumbnails if "show faces" is activated) / button_count (this format only includes the button and the number of users who like the page, next to each other). / box_count (similar to the previous one, showing only the number of users and the button. One below the other).

USER:
This property is associated with the Twitter "Follow" component. It makes it possible to specify the account / user to be applied to the ad for tracking. It should not be indicated with @, just the name. E.g.: cocacola (not @cocacola).

LOCATION:
For the "Maps" component, with this property the user can indicate the address to be displayed in this widget.

ZOOM:
The user can specify the zoom level to view Google maps.

MAP TYPE:
The user can specify the type of map to display in Google "Maps". The user can choose from: normal / satellite (showing Google Earth satellite images).

Video ID:
For the "YouTube" component, the user should indicate the ID of the video to be displayed on the ad. The ID is obtained from the v= parameter of the video link. E.g. http://www.youtube.com/watch?v=D7GBwaLOnDw

TIMES:
For the "Wipe" component, it is possible to indicate the amount of user movements to be considered in order to erase the image. The default value is 400. If more moves are desired, the user should indicate a higher number, and to consider less, a lower number.